



# Supporting our society with Skills for Tomorrow

This briefing outlines the support we have available during the spread of the coronavirus. We want as many people as possible to access this help - both for themselves and to support others during this challenging time.

## Introduction

At BT, we want to make sure you have the skills you need to flourish in the digital world. And with the spread of the coronavirus, having these skills is more important than ever.

Large numbers of people are self-isolating or are confined to their homes. It's vital that those with low or no digital skills can keep in touch with family and friends and access vital health services. The spread of the virus also presents significant challenges to small businesses. Families with children at home from school need to get the best out of technology to help their children learn and play. And many people will need support as they work from home for the first time.

So, working in partnership with leading digital skills organisations, we've brought together a whole host of free resources and information to help you with each of these challenges. It's all on our Skills for Tomorrow site at [bt.com/skillsfortomorrow](https://www.bt.com/skillsfortomorrow)

## Help for older people, vulnerable people and those with lower digital skills

If you need help staying in touch with family and friends, keeping up to date with the news, and find information to help you stay healthy during the spread of the coronavirus, we're here to support you alongside our partners the Good Things Foundation.

We have the following resources:

- **How to access GP services online** – providing key information on how to find and register with your local GP surgery, apply for repeat prescriptions and look up health records online
- **How to use the NHS website** – outlining how to make the most of the NHS website to find advice and local health services like GPs and hospitals online
- **Using online public services** – how to understand what public services are available online, how use the government website (gov.uk) and find local council services

All of this information is available at: <https://www.bt.com/skillsfortomorrow/daily-life/accessing-public-services.html>

- **Video calling** – learn how to use video calling to connect with family and friends: <https://www.bt.com/skillsfortomorrow/daily-life/mastering-the-basics/making-the-most-of-the-internet.html>
- **Online and mobile banking** – tips on how to do internet banking using either a computer, tablet or mobile phone, and how to keep track of your money: <https://www.bt.com/skillsfortomorrow/daily-life/managing-your-money.html>
- **Online shopping** – showing you how to shop online, compare prices, use secure payment methods and understand your rights when buying online: <https://www.bt.com/skillsfortomorrow/daily-life/mastering-the-basics/making-the-most-of-the-internet.html>

- **Socialising online** – learn how to use social networks like Facebook and Twitter to connect with family and friends and to share things online: <https://www.bt.com/skillsfortomorrow/daily-life/mastering-the-basics/discovering-social-media.html>
- **Watching and listening online** – support watching TV and listening to the radio online, and using online services to listen to music: <https://www.bt.com/skillsfortomorrow/daily-life/mastering-the-basics/digital-tools.html>

## Supporting small businesses

If you're looking for support with doing business online and building your digital skills, we're working with Google Digital Garage, Small Business Britain, and LinkedIn Learning to bring you the guidance to help.

Have a look at [bt.com/skillsfortomorrow/business/promoting-your-business.html](https://www.bt.com/skillsfortomorrow/business/promoting-your-business.html) for help with:

- **Making sure customers find you online** – learn how search engines and online advertising can help small businesses connect with more customers
- **Connecting with customers over mobile** – find information on how to grow an online presence and start reaching new customers on their mobiles
- **Promoting a business with content** – learn how to get noticed and to connect with more customers through social media, video, and content marketing
- **Promoting a business with online advertising** – outlining the online tools small businesses can use to promote their business online, create a marketing strategy, and attract the right customers.

We're also offering support to small businesses via webinars, covering topics like online presence, digital marketing, data analytics, social media and collaboration tools. The full list of live webinars can be found at: <https://www.eventbrite.co.uk/o/bt-skills-for-tomorrow-2682359293>

## Helping families get the most from technology

We've got some handy resources if you're looking for ways to help your kids keep learning while you're at home. We've also partnered up with Internet Matters to provide support to help children balance the opportunities that tech brings, along with the challenges as they spend more time online at home.

Our resources include:

- **Learning at Home** - we have engaging activities for children aged 4-11 years old to keep developing their computing and digital skills at home: <https://www.bt.com/skillsfortomorrow/parents/learning-at-home.html>
- **Supporting your children** - information and activities to you keep your kids safe online and to feel better equipped for conversations about the online world: <https://www.bt.com/skillsfortomorrow/parents.html>

## Supporting people working from home

Finding yourself working from home for the first time? Many people are and will need support to stay productive outside of their usual workplace. Working with LinkedIn Learning and Google Digital Garage, we have guides to help you build your digital skills and work online effectively wherever you are.

Have a look at <https://www.bt.com/skillsfortomorrow/work-life.html> for help with:

- **How to increase productivity at work** – providing tips on home working, how to be better at managing your time, and how prioritisation can help you work more efficiently.
- **Business communication** - advice on writing for business and how to make communications concise, easy to read and engaging.